

## **Central Business District**

The Central Business District is generally bounded by the Fisher Freeway (I-75) to the north, the Detroit River to the south, the Chrysler Freeway (I-375) to the east, and the Lodge Freeway (M-10) to the west. The Central Business District serves all of southeast Michigan and is both historically and functionally the heart of the Detroit metropolitan region. The Central Business District is the seat of government for Wayne County and the City of Detroit as well as headquarters for U. S. government in southeast Michigan.

### **□ Neighborhoods and Housing**

**Issues:** Most residential areas in the Central Business District are in high-density apartment buildings. The upper floors of many commercial buildings have been converted to residential lofts.

#### **GOAL 1: Increase residential density**

**Policy 1.1:** Encourage multi-use development, with high density residential, in the area immediately east of the Renaissance Center.

#### **GOAL 2: Conversion of obsolete industrial and commercial buildings**

**Policy 2.1:** Throughout the Central Business District, and especially along Woodward and Washington Boulevard, convert upper stories of existing buildings to residential uses.

### **□ Retail and Local Services**

**Issue:** The Central Business District is a regional destination served by freeways and mass transit. Residential development is increasing throughout the area. But, the Central Business District lacks regional retail to serve the region and its growing residential population.

#### **GOAL 3: Increase the vitality of commercial thoroughfares**

**Policy 3.1:** Promote the conservation and revitalization of retail nodes through business improvement and retention programs in Greektown, Renaissance Center/Millender Center, Broadway-Randolph and Washington Boulevard.

**GOAL 4: Develop a retail center**

**Policy 4.1:** Re-establish Woodward as a major shopping street by attracting national and local retailers to mixed-use structures at vacant sites near Woodward and Monroe.

**GOAL 5: Improve the appearance of commercial areas**

**Policy 5.1:** Introduce façade improvements, street furniture and landscaping to facilitate pedestrian activity along the major retail nodes.

**□ Office**

**Issue:** The Central Business District has many aging, but historically and aesthetically significant office buildings, some with high vacancy rates or entirely vacant. Furthermore, the CBD must compete with newer suburban office sites.

**GOAL 6: Improve position as a center for corporate headquarters**

**Policy 6.1:** Provide incentives to attract businesses to participate in the rehabilitation and occupancy of the Central Business District's major office buildings.

**Policy 6.2:** Cooperate with business organizations and other city agencies to attract corporate headquarters to the Central Business District.

**GOAL 7: Maintain status as the governmental center**

**Policy 7.1:** Conserve and encourage the expansion of the government office concentrations at: Woodward and Jefferson (City-County node) and Beaubien and Gratiot (Justice Center).

**□ Parks, Recreation and Open Space**

**Issue:** With an increase in residential density, recreation and open space becomes more of a priority. Public open space in the Central Business District is not fully utilized for its recreational, relaxation, and aesthetic purposes.

**GOAL 8: Increase open space and recreational opportunities**

**Policy 8.1:** Encourage daytime activities such as lunchtime concerts in the Central Business District parks.

**Policy 8.2:** Improve the condition of public areas to encourage river-related recreation activities including fishing and picnicking.

**Policy 8.3:** Maintain air and light to Central Business District parks and open spaces, especially along the riverfront, through restrictions on building heights and setbacks.

**Policy 8.4:** Provide incentives for developers to include open space as a component of large-scale development projects.

**□ Transportation and Mobility**

**Issue:** Downtown transportation systems continue to be dominated by the automobile; public transit is limited. The concentration of land uses and density requires an efficient and accessible transportation system. Furthermore, pedestrian mobility in the Central Business District is impeded by surface parking lots and wide streets.

**GOAL 9: Improve vehicular and pedestrian safety**

**Policy 9.1:** Prioritize pedestrian movement throughout the Central Business District, particularly between the Renaissance Center and Stadium District, and at the Campus Martius, Gratiot-Randolph-Broadway, and Randolph-Monroe intersections.

**Policy 9.2:** Promote parking in structures with ground level commercial activity. Locate structure entrances and exits away from major pedestrian corridors.

**GOAL 10: Provide transportation options**

**Policy 10.1:** Ensure that Central Business District employment and activities are accessible throughout the region by a broad range of transportation alternatives including pedestrians, bicycles, automobiles, and buses.

❑ **Historic Preservation**

**Issue:** Many Central Business District buildings and sites are aesthetically significant and/or have histories tied to the City's origins and social and economic milestones. The number of vacant buildings creates challenges regarding their preservation and reuse.

**GOAL 11: Adaptive reuse and preservation of historic buildings and sites**

**Policy 11.1:** Give high priority to the preservation of historic buildings, especially the restoration, rehabilitation, and reuse of building facades.

**Policy 11.2:** Ensure aesthetic compatibility between new and existing structures and sites.

❑ **Arts and Culture**

**Issue:** The CBD, together with the Cultural Center, is a regional destination for concerts and shows. It has the regions largest capacity and concentration of theatres and stadia.

**GOAL 12: Maintain status as regional focus for cultural and civic events**

**Policy 12.1:** Attract complimentary entertainment venues in proximity to the casino, stadia and theatre districts.

❑ **Public Protection**

**Issue:** The density of people and activities in the Central Business District complicate responses to incidents that may threaten the public health and safety.

**GOAL 13: Raise awareness of emergency preparations**

**Policy 13.1:** Educate Central Business District workers and residents on emergency response procedures, evacuation, fire control, and fire prevention techniques.

□ **City Design**

**Issue:** Views and vistas to downtown and along the riverfront impact impressions and provide orientation. As the hub of the metropolitan region, the Central Business District's appearance creates a significant impression about the entire region. The Central Business District's activity nodes lack identity and distinction.

**GOAL 14: Maintain river and corridor views**

**Policy 14.1:** Maintain view corridors along gateway thoroughfares and to the riverfront.

**GOAL 15: Identify and distinguish activity nodes**

**Policy 15.1:** Develop design guidelines to promote linkages among and to the various Central Business District business and entertainment districts.

## 2000 Census - Demographic Profile



## Neighborhood

## Central Business District

## Total Population

5,766

1990 Population

5,970

1990 to 2000 Change

-204

Percent Change

-3.42%

## Race

White Only

1,243

21.56%

Black or African American  
Only

4,247

73.66%

American Indian and Alaska  
Native Only

12

0.21%

Asian Only

78

1.35%

Native Hawaiian and Other  
Pacific Islander Only

0

0.00%

Other Race Only

28

0.49%

Two or More Races

158

2.74%

## Hispanic Origin

Hispanic Origin (Any Race)

156

2.71%

1990 Hispanic Origin

92

1990 to 2000 Change

64

Percent Change

69.57%

## Gender

Male

3,724

64.59%

Female

2,042

35.41%

## Educational Attainment

Population 25 or older

4,343

75.32%

HS Graduate or Higher

3,203

73.75%

Assoc. Degree or Higher

1,216

28.00%

## Age

Youth Population  
(Under 18 Years Old)

404

7.01%

1990 Youth Population

256

1990 to 2000 Change

148

Percent Change

57.81%

0 to 4 Years Old

93

1.61%

5 to 10 Years Old

115

1.99%

11 to 13 Years Old

72

1.25%

14 to 17 Years Old

124

2.15%

18 to 24 Years Old

1,019

17.67%

25 to 44 Years Old

2,425

42.06%

45 to 64 Years Old

1,374

23.83%

65 Years Old and Older

544

9.43%

## Households

Households

2,657

Average Household Size

1.42

Population in Group Quarters

2,003

34.74%

Population in Households

3,763

Family Households

578

21.75%

Married Couple Family

233

40.31%

Female Householder Family

280

48.44%

One Person Households

1,872

70.46%

## Housing Units

Housing Units

3,810

1990 Housing Units

4,406

1990 to 2000 Change

-596

Percent Change

-13.53%

Vacant Housing Units

1,149

30.16%

Occupied Housing Units

2,661

69.84%

Owner Occupied

13

0.49%

Renter Occupied

2,648

99.51%

## Housing Value

Owner Occupied Units

0

Less Than \$15,000

0

NA

\$15,000 to \$29,999

0

NA

\$30,000 to \$49,999

0

NA

\$50,000 to \$69,999

0

NA

\$70,000 to \$99,999

0

NA

\$100,000 to \$199,999

0

NA

\$200,000 or More

0

NA

## Household Income

Less Than \$10,000

666

25.07%

\$10,000 to \$14,999

228

8.58%

\$15,000 to \$24,999

317

11.93%

\$25,000 to \$34,999

289

10.88%

\$35,000 to \$49,999

446

16.79%

\$50,000 to \$74,999

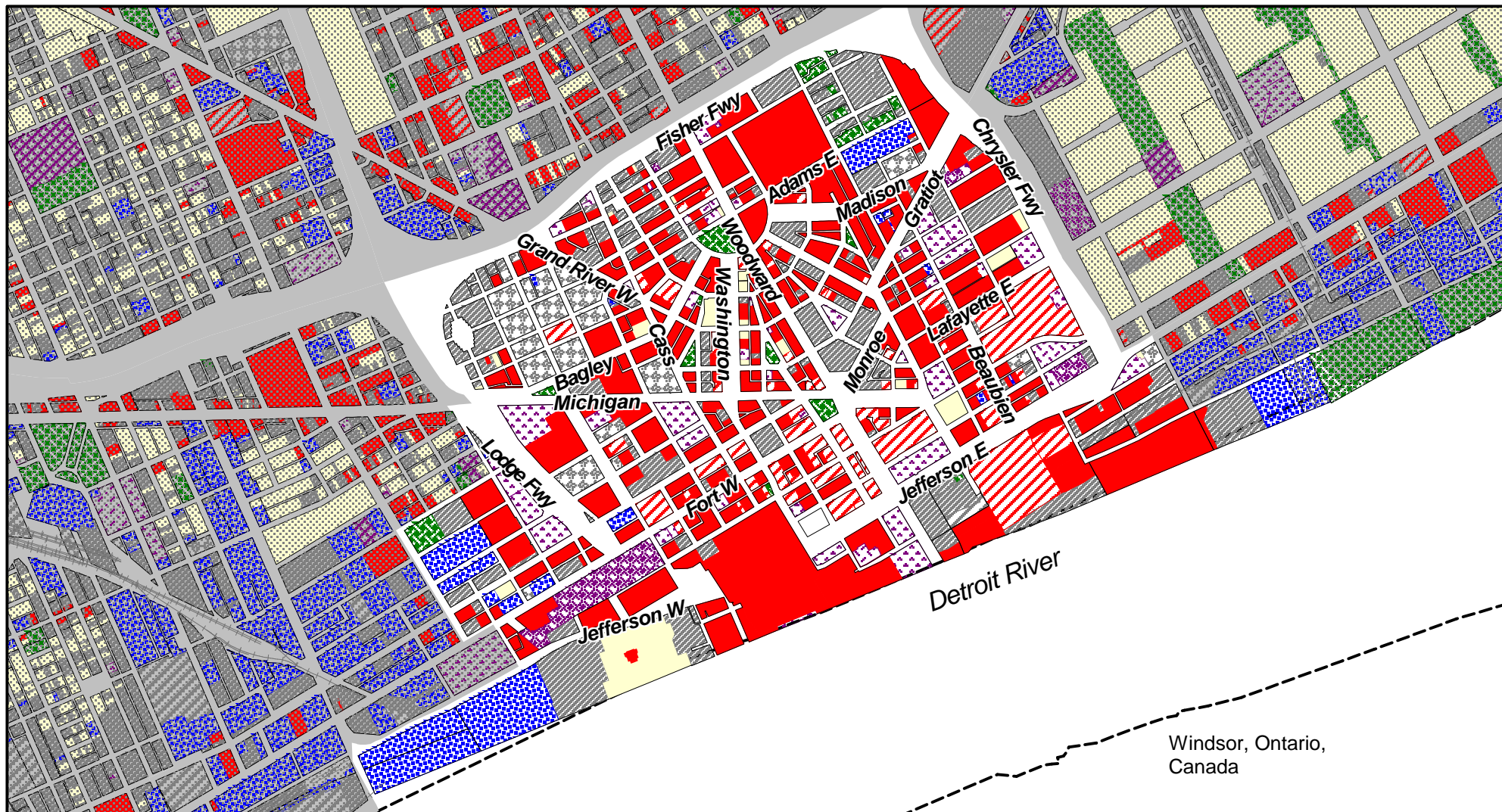
383

14.41%

\$75,000 or More

328

12.34%



Map 4-1A

City of Detroit  
Master Plan of  
Policies

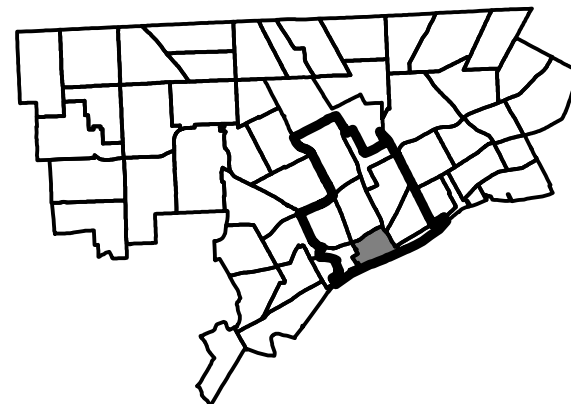
# **Neighborhood Cluster 4** **Central Business District**



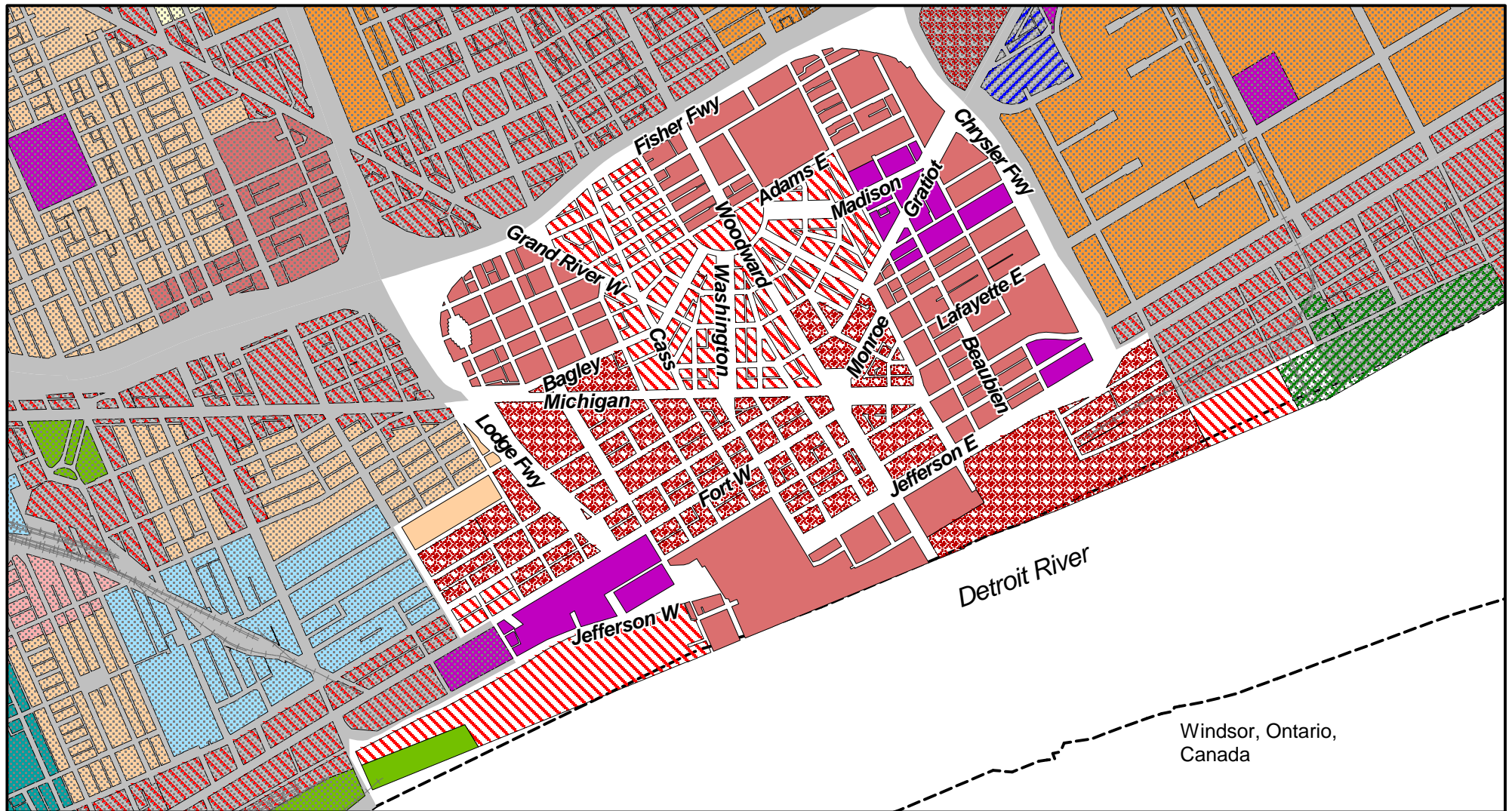
## **Existing Land Use \* -**

- |                         |                            |
|-------------------------|----------------------------|
| Residential             | School - Primary/Secondary |
| Commercial              | School - Other             |
| Office                  | College/University         |
| Industrial              | Institutional              |
| Transportation          | Cemetery                   |
| Utilities/Communication | Recreation/Open Space      |
| Hospital/Clinic         | Vacant                     |

\* January 2000 Existing Land Use. Sources:  
Detroit Public Schools Data/Image database;  
Recreation Department Site Inventory;  
Planning and Development Department's Property Information System (PINS);  
Finance Department, Assessment Division's Integrated Physical Data System (IPDS).







Map 4-1B

City of Detroit  
Master Plan of  
Policies

**Neighborhood Cluster 4  
Central Business District**



**Future Land Use -**

- |                                |                                |
|--------------------------------|--------------------------------|
| Low Density Residential        | Light Industrial               |
| Low-Medium Density Residential | Distribution/Port Industrial   |
| Medium Density Residential     | Mixed - Residential/Commercial |
| High Density Residential       | Mixed - Residential/Industrial |
| Major Commercial               | Mixed - Town Center            |
| Retail Center                  | Recreation                     |
| Neighborhood Commercial        | Regional Park                  |
| Thoroughfare Commercial        | Private Marina                 |
| Special Commercial             | Airport                        |
| General Industrial             | Cemetery                       |
|                                | Institutional                  |

